

## **CHAPTER 3**

### **AREAWIDE RECOMMENDATIONS**



## 3.1 LAND USE STRATEGY FOR THE CENTRAL STUDY AREA

### A. OVERALL LAND USE STRATEGY

Based on the analysis completed by the team, staff and community input, the overall Land Use Strategy for the Central Study Area is as follows:

- Preserve and enhance the residential neighborhoods,
- Address the extreme shortage of open space in the Central Study Area
- Consolidate retail uses currently spread out along the corridors to well-defined and easily accessible neighborhood centers, and
- Create more employment opportunities for the residents.

These elements of the Overall Land Use Strategy, also illustrated in Figure 3-1, are detailed as follows in the sections below:

Residential Strategy  
Retail Strategy  
Employment Strategy

### B. RESIDENTIAL STRATEGY

Central Long Beach has a number of well-established neighborhoods where residents are actively engaged in the betterment of their immediate communities. Representatives of the neighborhoods have taken a leadership role in shaping the Vision Statement and Community Design Strategy.

The Central Study Area contains a great variety of residential neighborhoods ranging from stable single-family neighborhoods to a variety of mixed single-family and medium and higher density apartment neighborhoods. These higher densities are often related to the conversion of single family structures to multiple family occupancy, and overcrowding of apartment units. These structures are often dilapidated, not maintained properly and without adequate parking and yard space leading to the deterioration of the entire neighborhood. In addition, there are a number of oversized apartment buildings with inadequate parking that were built next to low-rise single-family homes creating problems of scale, parking and overcrowding. Therefore, there is a need to protect the stable single-family neighborhoods from structures that would violate the feel of the neighborhood.

There is a significant lack of park space further in the Central Study Area detracting from the quality of life in the neighborhoods. This need for open space is addressed in the following Section 3.2: Open Space and Streetscapes Strategy.

The arterial corridors, which are primarily commercial in nature, generally form the boundaries of these neighborhoods. These corridors pose both opportunities and challenges for the residential neighborhoods. As opportunities, the corridors provide clear edges to neighborhoods as well as shopping and employment opportunities for residents. However, these same corridors are often a blighting influence on the neighborhoods due to marginal retail uses, poor spatial relationships between retail and residential uses, and the lack of appropriate, enforced development standards.

### RECOMMENDATIONS:

#### 1. Preservation of Single Family Neighborhoods

The single-family neighborhoods, Wrigley and Westside, are generally concentrated in the northwest portion of the Central Study Area. Some duplexes and triplexes exist within these areas which were developed with historically referenced architectural design themes and at a scale (height and bulk) which is compatible with the single family residential structures. More contemporary units have generally not been sensitively designed. Therefore, the land use designations and zoning in these areas should continue to be low-density single-family homes with height and massing restrictions that maintain the existing low-rise

low-density feel. Duplexes or triplexes should not be allowed in the future unless of exceptional design quality as verified through design review.

## 2. Preservation of Historic Residential Neighborhoods

Two historic districts are located within the Central Study Area. These include the Drake Park District and the Craftsman Historic District and its associated Courtyard Districts including Brenner Place. It is recommended that the land uses in these historic residential neighborhoods be limited to residential uses only and that future design standards and guidelines address how new development is constructed to be compatible with the historic structures and fabric.

## 3. Upgrading of Mixed Home Areas

As illustrated in Figure 3-1, the remaining portions of the Central Study Area are occupied by Mixed Home types ranging from attractive single-family residences to poorly conceived and designed, high-density “cracker boxes” and other low quality apartment development. These Mixed Homes Areas contain complex, intricate pattern of building types, older and newer structures, and standard and substandard structures.

Much of the housing that requires the greatest attention in the Central Study Area is in the areas located north and south of Anaheim Street. This portion of Long Beach has the highest overcrowding, illegal conversions of units, poverty, crime and unemployment in the City of Long Beach. Absentee ownership in these areas is very high and also contributes to the problems. The Long Beach Housing Services Bureau of the Department of Community Development and the Long Beach Redevelopment Agency are concentrating their efforts to upgrade Long Beach housing in this area.

Strategies to improve the housing conditions in these areas include:

- Design standards and guidelines that regulate the massing, scale, and quality of new development.
- Privately and publicly funded programs to upgrade existing housing stock.
- Enforcement for building and code violations, public health violations and slumlord prosecutions.
- Land use plans that provide more parks and open space for the residents.
- New opportunities for housing in Central Study Area.

## C. RETAIL STRATEGY

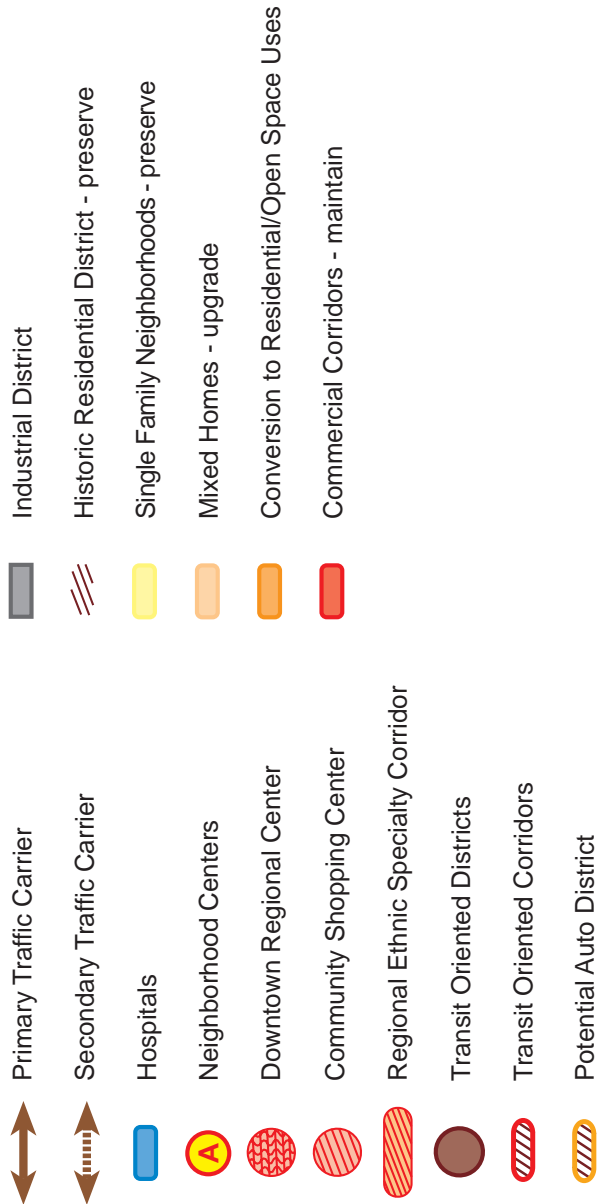
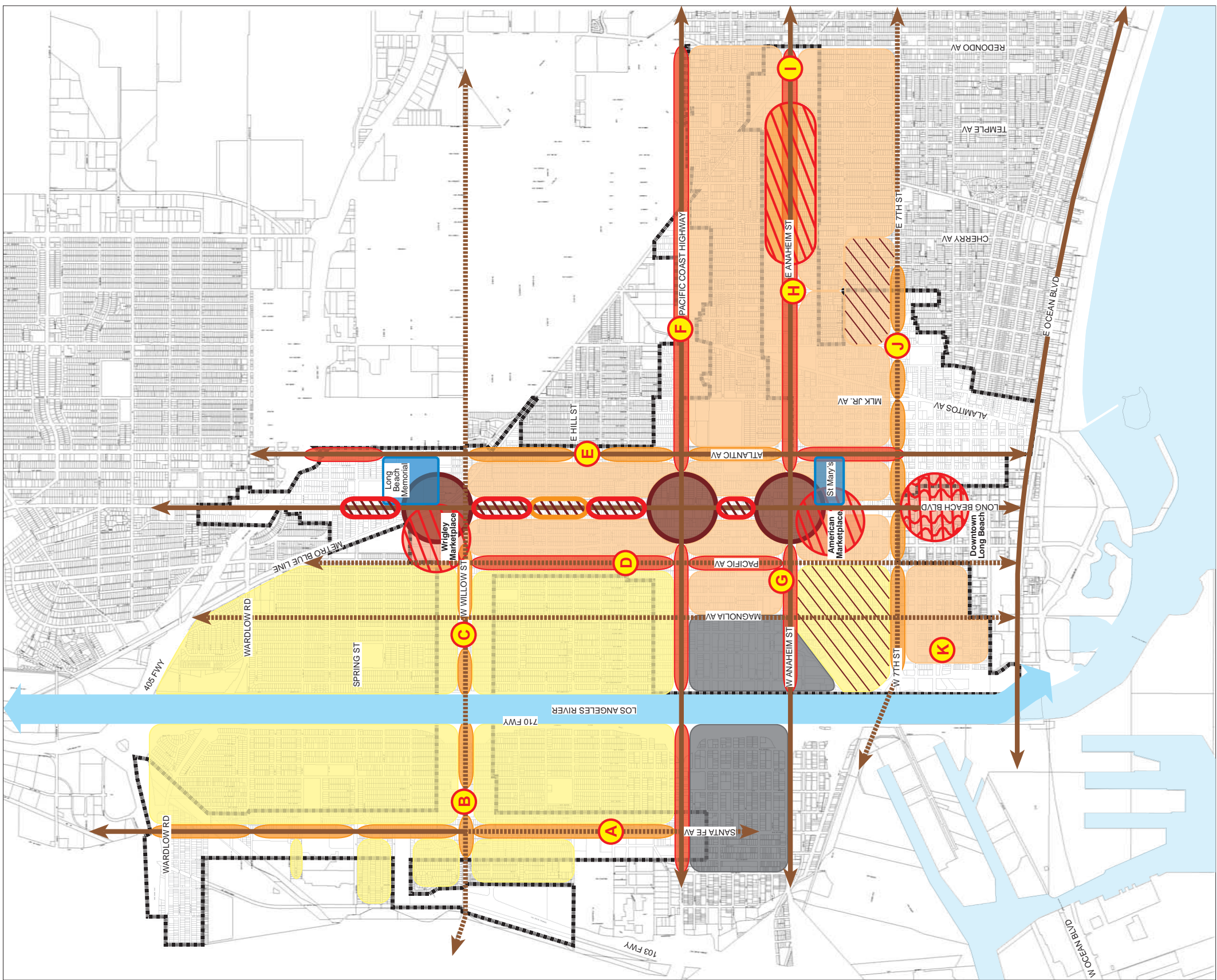
As mentioned in the previous chapter, the Central Study Area has a population of approximately 100,000 residents who are served by regional, community and local retail:

- **Regional** shopping needs of the residents are met in Downtown Long Beach. A Regional Shopping Center generally serves a wider city/regional population base and provides general merchandise, apparel, furniture, and home furnishings in depth and variety, as well as a range of services and recreational facilities.
- **Community** shopping needs, which are more extensive than the residents' daily necessities, are met by centers such as Wrigley Marketplace and the proposed American Marketplace. A Community Shopping Center generally serves a population of 40,000 to 150,000 people within a cluster of neighborhoods and provides convenience and personal services, as well as a range of apparel and appliance stores.
- **Local** retail is currently provided within the miles of arterial corridors within the Study Area, as well-defined neighborhood retail centers do not exist.

Several factors lead to the conclusion that the Central Study Area is currently over-zoned for commercial uses:

- Field surveys indicate that high vacancies and underutilized properties occupied by marginal uses along the arterial corridors.
- Further, the demographic analyses indicate the Central Study Area is home to families of lower income, larger size, lower educational levels and lower ages in relation to the City and County averages. These factors also result in a lower economic support of the existing retail.
- Much of the traffic in the Central Study Area is the result of trips made through the Study Area as opposed to within the Study Area. While this traffic provides some support for the retail uses along the arterial corridors, it does not provide enough support to justify the amount of retail zoning.







## RECOMMENDATIONS:

### 1. Consolidation of retail uses into Neighborhood Centers

Therefore, the Land Use Strategy calls for consolidating neighborhood retail uses currently spread out on the arterial corridors to well-defined and easily accessible Neighborhood Centers. This dual-pronged strategy would both create vibrant centers for a variety of activities that neighborhoods residents could use and allow for other needed uses such as parks and housing to be developed along the corridors.

A Neighborhood Center has been defined by the Urban Land Institute (ULI), the leading national organization of real estate developers, as a center that serves a population of 5,000 to 40,000 people. This type of center provides for the sale of convenience goods (food, drugs and sundries) and personal services (laundry and dry cleaning, barbering, etc.) for the day-to-day living needs of the immediate neighborhood. Although Neighborhood Centers are generally built around a supermarket as the principal tenant, slightly less than half of all Neighborhood Centers nationwide are anchored by a supermarket.

While shopping would be an important part of the Neighborhood Centers, these centers would also be places where parks, schools and other community facilities are conveniently located for neighborhood residents' use, and connected with an attractive, pedestrian-oriented streetscape with well-designed public signage and public art.

This Strategy calls for eleven Neighborhood Centers within the Central Study Area. Each of these centers would serve approximately 10,000 residents each. These Centers would be located along the arterial corridors around existing pockets of anchor retail such as grocery stores or small collections of vibrant retail stores. Figure 3-1 indicates the locations for eleven proposed Neighborhood Centers. These locations were defined with the Steering Committee in terms of relationships to residential neighborhoods, through field surveys and through demographic and market analyses. These centers are listed and recommendations for six of them are discussed in further detail in Chapter 4.

### 2. Conversion of Corridors to other uses

By consolidating the local-serving retail within these proposed centers, the excess land in the corridors would then be available for other uses. Depending on the conditions along the corridors, other potential uses along these corridors would include community uses, multifamily residential, mixed-use development and open space. In all the corridors, any opportunity to acquire available land for conversion to park space would be an important strategy to help alleviate the shortage of open space within the Central Study Area. If traffic volumes are too high, adequate parcel depths are available, and the commercial uses are compatible with the adjacent neighborhoods, some of these corridors would continue to be zoned for commercial uses.

In all cases, the restructuring of the corridors would lead to improved edges for the adjacent residential neighborhoods with the development of appropriate development and design standards. In addition, uses that are incompatible with the residential neighborhoods such as junkyards or storage facilities requiring access by large trucks would be phased out through provisions within future rezoning. Additionally, in all the corridors, any opportunity to acquire land and convert it to park space should be seized.

A general discussion of the strategies for each of the corridors within the Central Study Area follows:

#### **Pacific Coast Highway**

Pacific Coast Highway (PCH) would continue in its historic role as a regional street connecting the oceanfront communities of the South Bay area. In addition, PCH has several distinctive features including the southerly Industrial District edge to the west of Magnolia; the northerly Signal Hill edge to the east of Cherry Avenue. It is recommended that PCH retain its primarily commercial orientation. Over the long term, commercial uses allowed on PCH would be limited to those uses that are compatible with the adjacent residential neighborhoods.



### **Anaheim Street**

Anaheim Street carries some of the highest volumes of traffic in the Central Study Area. This is due to its connections with the 710 freeway and the Port of Long Beach and its role in carrying east-west regional traffic. Anaheim Street also passes through the Magnolia Industrial District to the west of Magnolia Avenue. While carrying significant local and regional traffic, East Anaheim Street also has considerable economic vitality, which is reflected in the Ralph's Center at Redondo Avenue and the concentration of Cambodian and multi-ethnic businesses between Atlantic and Redondo Avenues. The area around East Anaheim Street between Alamitos Avenue and Redondo Avenue is also ethnically diverse with an Asian and Hispanic population. This area is also the hub of one of the largest concentrations of the Cambodian community in Southern California. Given these features, it is recommended that Anaheim Street retain its primarily commercial orientation. Any incompatible commercial uses such as storage facilities and light industrial uses should be replaced over time by uses that are more compatible with the adjacent residential neighborhoods.

In addition, an Ethnic Specialty Center is proposed for East Anaheim Street. This Center would serve as a unique, regional destination center based on its planned multi-ethnic offerings of goods and food and its unique mix of Cambodian, Latino and African-American population.

### **Pacific Avenue**

The Pacific Avenue corridor between Willow Street and Anaheim Street currently has a mix of commercial and residential uses. The residential uses are generally provided as a part of mixed-use parcels and are generally located between PCH and Hill Street. The City of Long Beach has made extensive streetscape improvements including a landscaped median in the area between Willow Street and PCH. The City has also assisted in the establishment of a Business Improvement District for the same area.

Given the current compatibility of the existing uses with the adjacent neighborhoods and the public investments already made by the City, it is recommended that the Pacific Avenue remain a mixed-use corridor. This corridor would continue to serve local retail needs of the surrounding neighborhoods as well as add to the supply of residential units as a part of mixed-use development.

The commercial uses along Pacific Avenue consist primarily of local-serving retail and office with a concentration of medically related uses between Hill Street and Willow Street. It is recommended that the portion of Pacific Avenue between Hill Street and Willow Street be retained as a mixed use, commercial corridor that continues to provide medical offices and general office space and that needed park space be added to the corridor where possible.

### **Willow Street**

Willow Street carries relatively low traffic volumes along its length between Atlantic Avenue to the East and the Study Area boundary to the west. The Los Angeles River/710 Freeway divides Willow Street into two segments. Higher quality, single-family residential neighborhoods are located north and south of Willow Street along its length. The existing Wrigley Marketplace, a Community Shopping Center, and Willow Street Transit Station of the Blue Line anchor the eastern end of the street. The City of Long Beach has made significant investments along Willow Street including the creation of Wrigley Marketplace through redevelopment, the provision of landscaped medians and the implementation of a façade program along portions of the street.

The proposed long-term strategy for Willow Street would be to transition the underutilized commercial parcels to those zoned for high-quality multifamily residential uses that provide opportunities for home ownership. These residential uses could be a part of mixed-use development within the Neighborhood Centers.

### **Santa Fe Avenue**

Santa Fe Avenue carries relatively low traffic volumes along its entire length within the Central Study Area. Santa Fe Avenue connects to the Industrial District to the south at Pacific Coast Highway and with residential neighborhoods to the north. The edges of Santa Fe Avenue currently contain a number of parks and schools including the new Cabrillo/Savannah High School located between Pacific Coast Highway and Hill Street. The southerly portion of Santa Fe Avenue, just north of the new high school, contains a vibrant,

Latino shopping area. Existing single family neighborhoods are located both east and west of Santa Fe Avenue.

The proposed long-term strategy for Santa Fe Avenue would be to also convert underutilized commercial parcels to those zoned for high-quality multifamily residential uses. This proposed zoning would allow for live-work spaces and corner stores.

### **Seventh Street**

Seventh Street carries relatively lower traffic volumes compared to the other corridors. The predominant land use along Seventh Street is high-density residential apartments. The lack of adequate amount of open space in the surrounding neighborhoods is of great concern. Seventh Street provides the edge for or access to several important historic districts including the Drake Park Historic District and the Craftsman Historic District. The eastern portion of Seventh Street also shares an important edge at Alamitos Avenue with the East Village Arts District.

While there are many fine historic single-family homes in both the bordering historic districts, as well as historic residential structures on Seventh Street, there are many high-density apartments along Seventh Street that not only are lacking in architectural character but are also deteriorating and overcrowd their lots.

Because of these factors, regulatory policies should be restructured to provide for the long-term recycling of the deteriorating and unattractive apartment complexes along Seventh Street to high-quality residential development featuring appropriate street setbacks, side yards, interior open space and architectural styles compatible with the adjacent historic districts. In addition, more parks and expanded school facilities to serve the adjacent residential neighborhoods should be provided.

### **Atlantic Avenue**

Atlantic Avenue carries a relatively high volume of traffic and has three distinctive subareas. The area of Atlantic Avenue that is north of Willow Street is characterized by a mix of institutional and commercial uses including Long Beach Memorial Hospital, car dealers and some apartment uses. The central portion of Atlantic Avenue between Willow Street and Pacific Coast Highway is characterized by residential uses including both senior citizen mid-rise housing and new single-family, small-lot residential development. The revitalization of this section of Long Beach Boulevard has been and is being accomplished through the joint efforts of the Long Beach Redevelopment Agency and the Housing Services Bureau of the Department of Community Development. A mix of institutional and commercial uses including St. Mary's Hospital and medically related office and hotel/motel uses as well as some apartment uses characterize the southerly portion of Atlantic Avenue.

The retention and expansion of the medically related uses along Atlantic Avenue in the vicinities of both St. Mary's and Long Beach Memorial Hospitals would not only be compatible with existing uses but also provide employment opportunities for Study Area residents. The conversion of the remaining commercial uses in the central portion of the Avenue to residential uses would complement the residential character already developing in that area. One of the proposed Neighborhood Centers is located in the vicinity of Hill Street with Burnett Library and Burnett Elementary School, which would also support the residential revitalization of this portion of Atlantic Avenue.

### **Long Beach Boulevard**

Long Beach Boulevard is characterized by several important factors, which offer substantial potential for revitalization. The Blue Line provides excellent light rail access to the area through stations located at Anaheim Street, Pacific Coast Highway and Willow Street. The Wrigley Community Shopping Center, Long Beach Memorial and St. Mary's hospitals provide important services in attractive facilities. Wide sidewalks and landscaping associated with the Blue Line present positive streetscape aspects with further potentials for new uses.

With the exception of the shared parking facilities and pedestrian connections to the station relating to the Wrigley Community Shopping Center and the Willow Street Blue Line Station, the land use patterns along Long Beach Boulevard have yet to respond to the potential of the Blue Line accessibility. For example,

Long Beach Boulevard currently contains a number of uses that do not benefit from this accessibility including used car lots, bus parking lots and storage facilities.

Based on these factors it is recommended that Long Beach Boulevard land use pattern be restructured over time to include:

- Transit Oriented Districts within a short walking distance of the Anaheim Street, Pacific Coast Highway and Willow Street stations. Transit Oriented Developments (TOD's) are mixed-use, walkable communities developed around transit stops, usually within 1/4 mile. TOD's significantly reduce auto dependency and can help revitalize areas and offer a new model for managing growth. These districts would include street level retail uses related to both transit users and resident shoppers with residential or local-serving office uses above.
- Transit Oriented Corridors adjacent to the Transit Oriented Districts. These Corridors would consist of residential uses with incidental retail use. These Corridors are also within walking distance of the Transit Stations.
- A concentrated Auto District in the central portion of Long Beach Boulevard located between Pacific Coast Highway and Willow Street. Viable used car sales venues currently scattered along Long Beach Boulevard would be consolidated within this District which is beyond walking distance from the transit stations.
- the American Marketplace Community Shopping Center beginning at Anaheim Street on the north and extending along the west side of Long Beach Boulevard to 10<sup>th</sup> Street. This Center's implementation should be coordinated with the Anaheim/Long Beach Boulevard Transit-Oriented-District with which it is contiguous. This Center will complement the existing Wrigley Community Shopping Center to the north as well as community shopping facilities in downtown to the south.

#### **D. EMPLOYMENT STRATEGY**

Given the high incidence of poverty in the Central Study Area, access to jobs is particularly important for residents. Due to the lack of vacant parcels suitable in size for industrial use, the focus of the Land Use Strategy is on the preservation and enhancement of existing employment areas. Four strategies for increasing employment opportunities are recommended.

#### **RECOMMENDATIONS:**

##### **1. Intensification of Uses in the Magnolia Industrial District**

Job generating potential should be increased in the existing Industrial District generally bounded Pacific Coast Highway, Magnolia Avenue, Anaheim Street and Santa Fe Avenue. This can be accomplished by land use changes emphasizing clean manufacturing uses and gradually eliminating storage uses. In conjunction with the intensification of the job uses in this District, it is further recommended that open space/parks should be used as a means to both create a better edge with the adjacent residential neighborhoods and to enhance the working environment for employees.

##### **2. Job Creation Program at the Community and Neighborhood Centers**

Job training programs should be coordinated with the creation of the new American Marketplace Community Retail Center and the Neighborhood Retail Centers. This is important because the service sector, including retail service, of the U.S. and Southern California Economy is growing in relation to manufacturing employment.

##### **3. Job Creation Program with the two Hospitals**

Job training programs should be coordinated with the two major hospitals – Long Beach Memorial and St. Mary's. Particular opportunities exist presently and in the future related to the shortage of nurses and medical assistants.

##### **4. Advertisements of job opportunities at Blue Line Stations**

The City should communicate job opportunities in the region with potential for Long Beach residents via advertising at the Blue Line Stations.

## 3.2 OPEN SPACE AND STREETSCAPES STRATEGY FOR THE CENTRAL STUDY AREA

### A. OVERALL STRATEGY

The goals of the Open Space and Streetscape Strategy are as follows:

- Increase the quantity of public open space,
- Use open space to support neighborhood and economic revitalization, and
- Enrich the environmental quality of the neighborhoods.

The overall strategy for Open Space and Streetscapes is to:

- Increase park and open space within the Central Study Area,
- Link existing and new parks with the regional open space resources, and
- Coordinate joint use facilities and programs with the LBUSD.

### B. OPEN SPACE AND STREETSCAPES STRATEGY

The Department of Parks, Recreation and Marine defines parks (Department of Parks) as “tracts of land that are accessible to, or benefiting the general public, through preserving natural areas or promoting mental and physical health of the community through recreational, cultural, or relaxation pursuits.”

The Open Space and Streetscapes Strategy has been developed within the context of:

- A severe shortage of park space in the Study Area. With approximately 100,000 residents and a city standard of 8 acres per 1,000 residents, there should be approximately 800 acres of park space in the Central Area. Currently, there are only 61 acres in the Central Study Area. There are currently approximately 68 acres of usable open space associated with the elementary, middle and high schools in the Central Study Area. The Department of Parks and the Long Beach Unified School District are currently providing or planning for a variety of “after school” programs to make this open space more accessible.
- Steering Committee recognition of the importance of park and open space to the quality of the residential neighborhoods.
- Unique opportunities afforded by the Los Angeles River as an open space corridor serving the Study Area and as a link to a regional open space resource.
- Unique opportunities afforded by the former Pacific Electric railroad right-of-way that has been abandoned for railroad use.

The Open Space and Streetscapes Strategy addresses the provision of additional park space and the linking of parks, public school grounds and streetscapes. The Open Space and Streetscapes Strategy also addresses the potential for open space to enrich the character of neighborhoods, link with other elements at the Neighborhood Retail Centers and provide a unique and positive environmental signature for the Central Study Area.

### RECOMMENDATIONS:

#### 1. Create new parks and/or expansion of existing parks.

The Department of Parks has recently identified nine additional park sites in the Central Study Area comprising approximately 86 acres. Additional sites are being considered in conjunction with this Strategic Planning process.

#### 2. Develop joint use facilities and/or programs with the Long Beach Unified School District (LBUSD).

This would allow for maximizing future potentials for acquisition of sites for public parks, the expansion of the currently overcrowded school sites to include more space for both active student use, to provide breathing room for overcrowded academic facilities, and the eventual replacement of portable classrooms with new facilities or open space. New neighborhood park sites should be combined with existing or new

public school sites whenever possible. Existing and new neighborhood parks be integrated with other public facilities, including libraries and community facilities whenever possible.

There could be about 214 acres of space available in the future by combining existing parks, usable school open space and park sites recently identified by the Department of Parks. This is still about only 25% of the needed space.

**3. Develop public parks within the proposed Neighborhood Centers as well as along the arterial corridors.**

One of the priority potential designations for reuse of the excess commercial uses along the major arterial corridors would be public parks and school sites. (See also Land Use Strategy).

**4. Create a major linear park in the former Pacific Electric Railroad right-of-way.**

This park could be developed with a trail system that connects from Veterans Memorial Park to Orizaba Park. Elements of this grand linear park would include major sports fields as well as small pocket parks, lawn areas for informal sport activities, playgrounds, and seating areas. The park's linear form would provide access from many points, including parks, schools, Neighborhood Centers and major streets.

**5. Connect existing parks, schools and community facilities with the Los Angeles River, Waterfront and the Linear Park with an open space network.**

All of the open spaces in the Study Area should be linked together in an open space network consisting of freestanding public parks, public parks associated with public schools, the proposed linear park, the Los Angeles River and streetscapes along local neighborhood streets or the area-wide corridors. This linked open space network should be carefully planned to connect with the Neighborhood Centers, Community Retail Centers and Transit Oriented Districts. This open space network should be connected southward to Long Beach's outstanding waterfront environment and northward to the Los Angeles River/San Gabriel River regional open space network. The open space network should be promoted as a way for residents to walk or bicycle to employment in the Industrial District, the Neighborhood and Community Shopping Centers and the two major hospitals.

**6. Upgrade existing streetscapes with the Central Study Area.**

The public rights-of way should be upgraded to include additional landscape (primarily street trees), lighting, signage, and street furniture. These enhancements would be particularly important in the Neighborhood and Community Shopping Centers. If appropriate, landscaped medians would be proposed.

**7. Provide for additional "green" open space with elements such as landscaped setbacks.**

Zoning should be modified to require appropriate setbacks on private property within the Neighborhood and Community Retail Centers and within the Transit Corridor. These private setbacks would supplement the limited pedestrian space currently available along the extremely narrow sidewalks in many of the Neighborhood Centers. These setback areas would be used for pedestrian circulation, outdoor dining or mini-plazas.



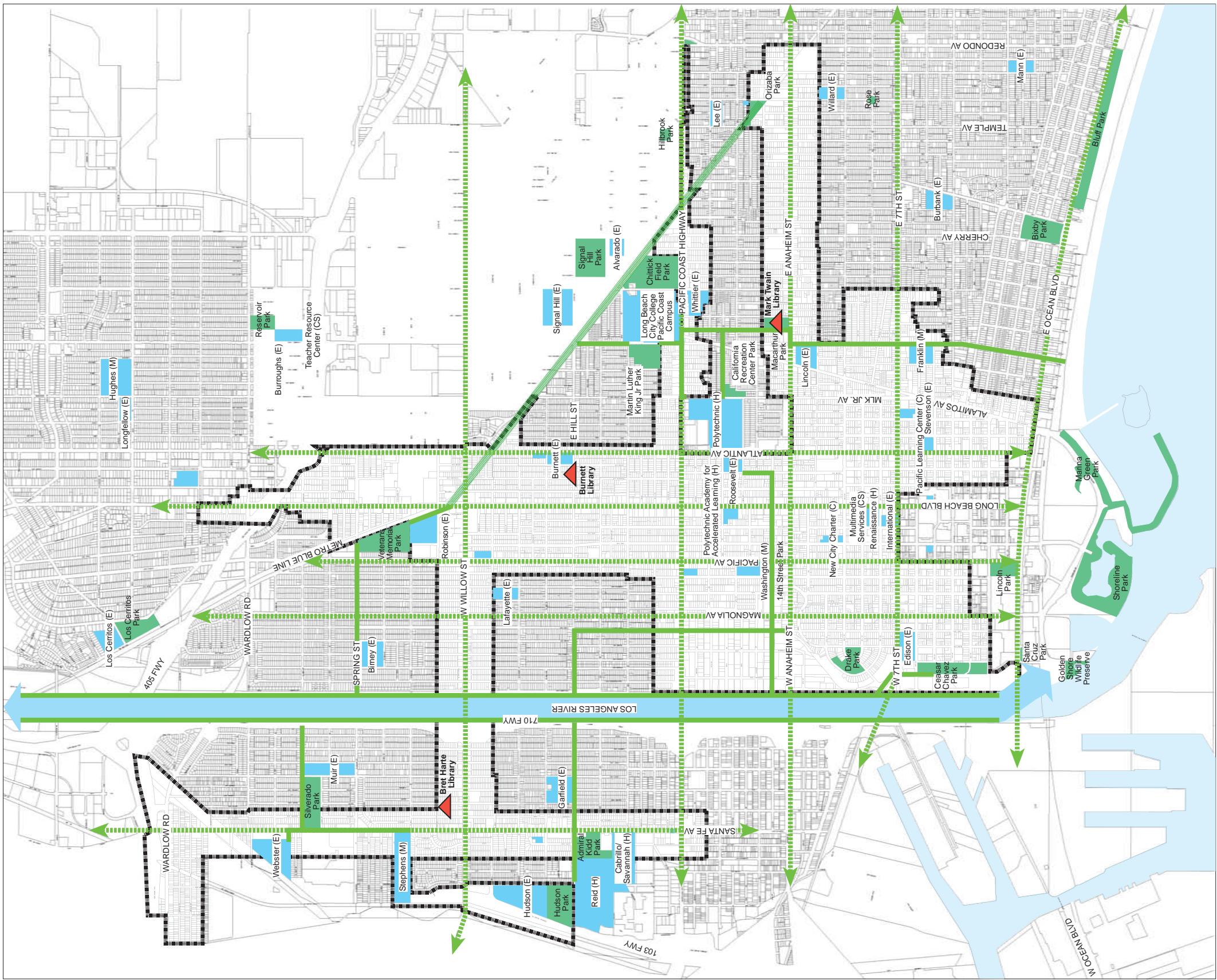
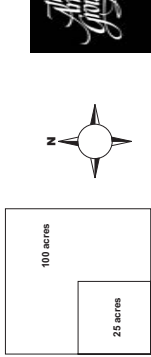
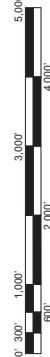


Figure 3-2  
Open Space and  
Streetscape Strategy

City of Long Beach  
Central Area Strategic Guide



- Parks
- Educational Institutions
- Libraries
- Upgraded Streetscapes along Streets
- Open Space Connectors
- Abandoned P.E. Railroad Right-of-Way (Proposed Linear Park)



## 3.3 URBAN DESIGN STRATEGY FOR THE CENTRAL STUDY AREA

### A. OVERALL URBAN DESIGN STRATEGY

The Land Use Strategy introduced Neighborhood and Community Shopping Centers as appropriate shopping components of the Central Study Area because of the area's large geographic size and large population. The Land Use Strategy also identified residential enhancement strategies related to the existing nature of the housing stock in the different types of Neighborhoods in the Study Area. The Open Space and Streetscapes Strategy described a network of open spaces, including public parks, public school yards and public streetscapes which increases the quantity and perception of open and creates an open space identity for the Central Study Area.

The Urban Design Strategy focuses on connections between the Land Use and Open Space and Streetscape Strategies as related to the perceptions of neighborhood residents and visitors experiencing the Central Study Area. Through understanding how these various factors affect the day-to-day lives of residents and visitors within the Central Study Area, public improvements including parks and streetscapes and planning for new Neighborhood and Community Retail Centers can be better integrated to achieve functional and attractive environments.

The proposed neighborhood centers and the open space network are the primary tools with which the character and quality of the Central Study Area can be enhanced. In addition, signage and graphics, public art and façade programs can be used to reinforce Neighborhood and Central Study Area Identity.

#### Neighborhood Centers

As described in the Land Use Strategy, Neighborhood Centers are places where the various components of day-to-day urban living can be enjoyed as part of the many neighborhoods comprising the Central Study Area. The Neighborhood Centers would be planned and developed to encompass:

- Neighborhood Retail Uses: local serving retail uses such as supermarkets, drugstores, restaurants, etc.
- Mixed-Use Development: Residential over retail with housing for seniors, singles for couples without children located over neighborhood retail uses constructed as infill projects.
- New Public Parks, Expanded Public School Yards and/or expanded or new Public Libraries which are located within or adjacent to the Neighborhood Retail Centers, where possible.
- Pedestrian Oriented Streetscapes with attractive shade trees, benches, tree grates, pedestrian-scaled lighting, attractive trash receptacles, bus shelters and public art related to the several blocks comprising each Neighborhood Center.

#### Open Space Network

The Open Space Network identified in Figure 3-2 & 3-3 provides a series of important linkages between the:

- Residential neighborhoods and the Neighborhood and Community Shopping Centers,
- Elements of the Open Space network to enhance the sense of open space in the Central Study Area and to create a unique identity (See Open Space and Streetscapes Strategy),
- Residential neighborhoods and the Blue Line Stations,
- Central Study Area and the existing amenities of Downtown and the Oceanfront as well as the future amenities associated with regional improvements to the Los Angeles River.

### RECOMMENDATIONS

Following are some means to reinforce the identity of Neighborhoods and the Central Study Area:

#### 1. Neighborhood Markers

Neighborhood Markers can be a means of identifying neighborhoods and reinforcing neighborhood pride. Markers should be established at one or more key streets leading from a Neighborhood Center into residential neighborhood. These markers could also consist of gateway structures, such as a pair of

distinctive columns in the public right-of-way and/or signage, which name a neighborhood. Thus, there should be an interrelated architectural or graphic style relating the Neighborhood Center Markers (see below) to the Neighborhood Markers.

## **2. Neighborhood Center Markers**

Names could also be given to the Neighborhood Centers, which provide retail and public facilities serving the neighborhoods. Since the Neighborhood Centers serve more than one neighborhood, they should be designated with names that are compatible with the adjacent neighborhoods that they serve. The Neighborhood Center Markers could consist of gateway structures, such as a pair of distinctive columns in the public right-of-way and/or signage, which name a Neighborhood Center.

## **3. Open Space Network Signage**

A signage system could be created to identify the Open Space Network proposed for the Central Study Area. (See also Open Space and Streetscapes recommendations.) This signage system would identify certain streets within the neighborhoods as pathways for pedestrians or bicycle riders to reach either the open spaces of the Open Space Network or a Neighborhood Center.

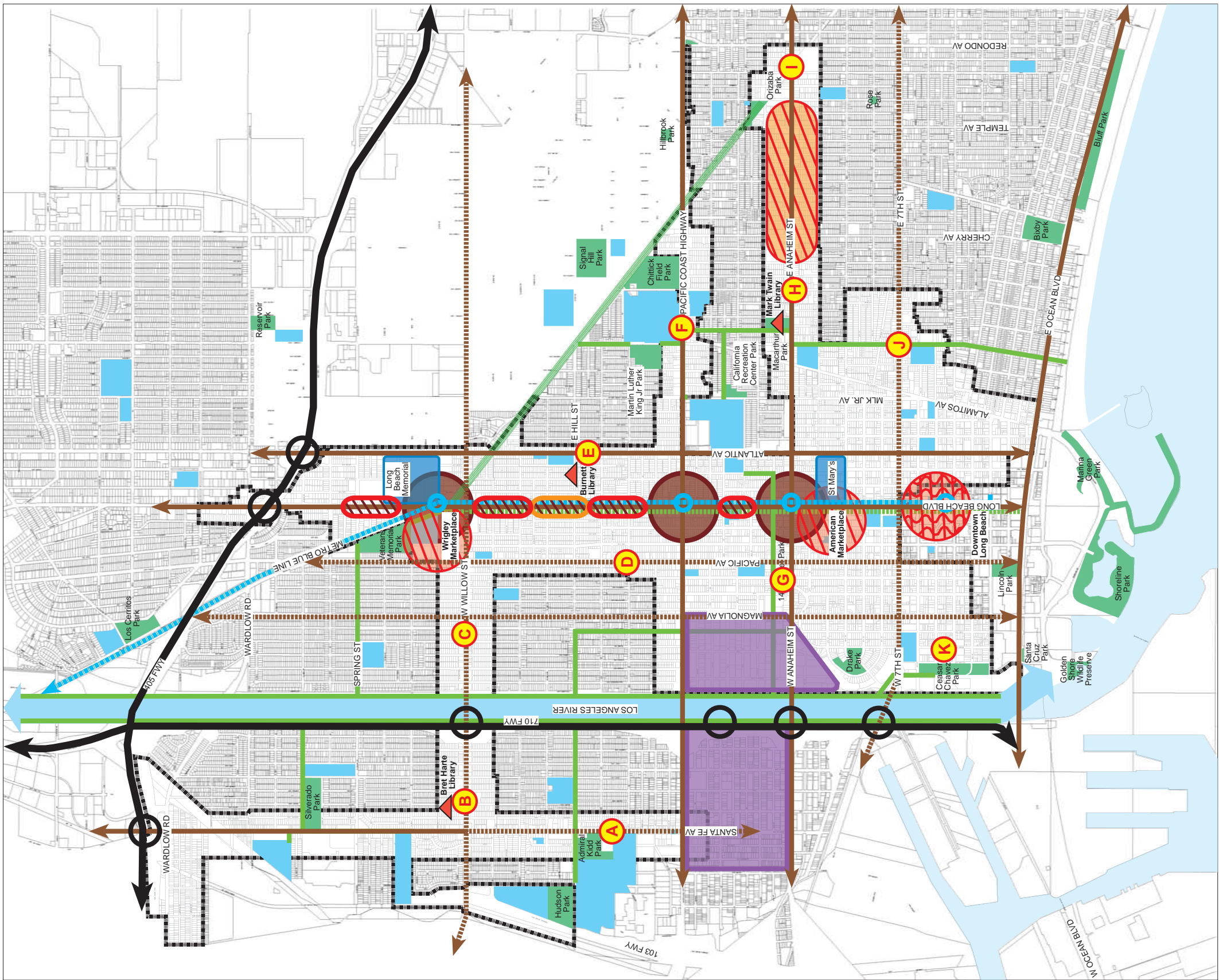
## **4. Public Art**

Central Long Beach has a well-developed program of murals associated with the Public Schools. In addition, the D'ARTs bus makes connections with Downtown, the East Village Arts District and portions of the Central Study Area. Additional public art should be integrated with each of the Neighborhood Centers identified in figure 3-3. Public art can take a variety of forms including murals, sculpture and artist-designed street furniture. Changing displays of temporary art can also be programmed for the public parks and mini-plaza components of the Neighborhood Centers.

## **5. Façade Enhancement Program & Design Guidelines**

Several façade enhancement programs offered by the Agency/City have already demonstrated the sense of place and quality that improved building signage, awnings and painting can contribute to the streetscape environment. Continuation of such a façade program is recommended for the Central Study Area, with a focus on the Neighborhood Centers. In addition, design guidelines that address retail façades should be developed. The combination of the Markers with the façade program and guidelines can make a major impact on the appearance and positive identity of the Central Study Area.





- |  |                                   |  |                                            |
|--|-----------------------------------|--|--------------------------------------------|
|  | Primary Traffic Carrier           |  | Libraries                                  |
|  | Secondary Traffic Carrier         |  | Existing Major Hospitals                   |
|  | Freeways                          |  | Potential Neighborhood Retail Centers      |
|  | Freeway Access                    |  | Community Shopping Centers                 |
|  | Blue Line                         |  | Potential Regional Ethnic Specialty Center |
|  | Los Angeles River                 |  | Downtown Regional Shopping Center          |
|  | Parks                             |  | Transit Oriented District                  |
|  | Educational Institutions          |  | Transit Oriented Corridors                 |
|  | Pedestrian and Bicycle Connectors |  | Potential Auto District                    |
|  | Linear Park                       |  | Existing Industrial District               |

Figure 3-3  
Urban Design Strategy

City of Long Beach  
Central Area Strategic Guide

